ROUs: 1110 / 1210 / 1310 / 1710 / 6710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

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Source: https://www.industrydocuments.ucsf.edu/docs/txly0000

RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JULY: WINSTON $1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

Dear Paul:

Winston .50¢ Off/Pack Special Offer Tear Tape 'Off-Invoice' product has been ordered (see quantities listed below), as well as **1740** SKUs of Displays (item #542810) to McLane NE to pack and ship this promotion to your participating retail accounts.
Note: This is not 'pre-sleeved' product.

PRODUCT PO #ER 3480-01; DISPLAYS PO #ER 3478-01
#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
58	*Winston Box*	12300-25379
116	*Winston Light Box*	12300-25380
58	*Winston Ult Lt Box*	12300-25381

Product / Premium Arrival: **June 29, 1998**
Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)
SKU CUBE: **1.6113**
SKU WT (w/o Product): **3.2200 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

$ Amount: **$61,507.20**

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PARTNERS 'BONUS' REPORTING DESCRIPTION WIN_JUL_$1/2_PKS

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Source: https://www.industrydocuments.ucsf.edu/docs/txly0000

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
2 Cartons: *Winston Light Box*
1 Carton: *Winston Box*
1 Carton: *Winston Ultra Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you $14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to $3,248.00 **(232 (6M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710 / 6710
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST
#375878

WINSTON $1.00 OFF 2-PACK PURCHASE

NUMBER OF CARTONS TO STAMP BY STATE

WINSTON .50/Pack (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	Cuyahoga	PA	RI	VT
BOX	50	1	64	1	25	240	538	38	36	594	18	1
LT BOX	100	2	128	2	50	480	1076	76	72	1188	36	2
ULT LT BX	50	1	64	1	25	240	538	38	36	594	18	1

5/26/98
STAMPING.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/txly0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 / 6710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE: JULY WINSTON $1.00 OFF 2-PACK PURCHASE / PROMOTION #800750

RETAIL DISTRIBUTION DATE: 7/13/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	304	See List	316	2	1	25			2	19	97			166	4	
BP OIL	40	See List	63											63		
BRADFORD OIL	3	1	3						2							1
CHESTNUT MOBIL	8	See List	23	8							15					
COASTAL MART	38	See List	51							22				29		
COOKS CONVENIENT	7	See List	10								10					
COUNTRY FAIR	67	See List	205								8	26		171		
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	44	1	44								44					
HESS MART	58	See List	111							5	91			15		
HESS STATION	161	See List	194	1		3				33	109			40	8	
J MART	7	1	7								7					
KRAUSZERS	11	See List	29	29												
MANLEYS	11	See List	16								16					
MOBIL / ON THE RUN	97	See List	120	10		32			18		54				6	
QUICK CHEK	94	See List	126							126						
QUICKWAY	29	See List	29								29					
7/11 - HANDEE MART	52	See List	99				1					12	36	50		
7/11 - SOUTHLAND			127	*STORE LIST SUPPLIED BY 7-11 & J.RUMBERGER*												
STARENTERPRISE	41	See List	88							34				54		
SUNRISE FOODS	17	2	34								34					
INDEPENDENTS & SMALL CHAINS	24	See List	27			4			3	1	13			6		
TOTALS	1118		1733	50	1	64	1	0	25	240	538	38	36	594	18	1

NOTE: PRODUCT / DISPLAYS FOR SAM'S CLUBS WILL BE ORDERED BY RJR FT WORTH OFFICE (#69XX)

(MC-ST750.XLS)5/26/98

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Source: https://www.industrydocuments.ucsf.edu/docs/txly0000